



Campaign Plan Overview

OBJECTIVES	OUTCOMES	KEY DEPENDENCIES*
April <ul style="list-style-type: none"> ❑ Introduce Career Zone concept to Union and Staff ❑ Understand demand for service offerings via regional and headquarters staff focus groups ❑ Design and produce posters for Front to Back Training, as well as Human Resources and SFA U 	<ul style="list-style-type: none"> ✓ Buy-in from Union ✓ Staff input in determining service offerings 	
May <ul style="list-style-type: none"> ❑ Complete staff focus groups and solicit input through InStep article ❑ Introduce concept to Sr. Leadership ❑ Design and produce marketing materials to post in headquarters and regional buildings ❑ Conduct career and transition counseling outreach to impacted employees 	<ul style="list-style-type: none"> ✓ Awareness of Career Zone brand among all staff ✓ Buy-in from Sr. Leadership ✓ Fully operational career and transition counseling services ✓ Impacted employees are utilizing career and transition counseling ✓ RCI (career counseling contractor) is on board and fully oriented 	<ul style="list-style-type: none"> • Union approves policies and procedures for employee transition • SFA receives exception to moratorium and can hire contractor
June <ul style="list-style-type: none"> ❑ Promote career counseling services through InStep article ❑ Announce curriculum (courses, brown bags and professional development tools) ❑ Plan logistics for Road Shows to regions and headquarters 	<ul style="list-style-type: none"> ✓ Additional employees are utilizing career counseling ✓ Curriculum introduced to all staff and information available on SFA Net ✓ Road shows planned to start following month 	<ul style="list-style-type: none"> • Partnership developed with TDC to deliver courses through the Career Zone
July <ul style="list-style-type: none"> ❑ Kick off road shows ❑ Announce course schedule and registration process 	<ul style="list-style-type: none"> ✓ Road shows conducted for several regions ✓ All course offerings open for staff registration ✓ Staff have accessed courses and/or brown bags 	<ul style="list-style-type: none"> • Logistics for road shows meet schedules of employees
August <ul style="list-style-type: none"> ❑ Celebrate successes and continue to promote course offerings to increase staff utilization ❑ Complete road shows to headquarters and continue road shows to regions 	<ul style="list-style-type: none"> ✓ Increase regional and headquarters staff utilization of Career Zone ✓ Road shows to headquarters completed ✓ Additional staff have accessed courses and/or brown bags 	
September <ul style="list-style-type: none"> ❑ Announce Grand Opening in new building and plan logistics ❑ Complete Road Shows to regions 	<ul style="list-style-type: none"> ✓ All staff have been visited by Career Zone staff ✓ Staff are aware of Career Zone location in the new building and invited to Grand Opening 	
October <ul style="list-style-type: none"> ❑ Celebrate Grand Opening in new building and conduct Open House ❑ Celebrate successes 	<ul style="list-style-type: none"> ✓ All SFA staff are aware of the new location and positive outcomes from the Career Zone 	<ul style="list-style-type: none"> • Career Zone's space in the New Building is confirmed and build out is complete

* Since this is a fully integrated plan, each event is dependent upon the full execution of the all events in the preceding months.